

4. Focus On The Customer

Between now and early summer this year we plan to convert New Routemaster buses to front door only boarding. We trialled this arrangement on route 8 last year and were able to collect useful customer feedback.

Reasons for change:

- We're making this change to ensure everyone pays the right fare
- To bring New Routemasters in line with how customers board other buses in London

This will require technical modifications and signage changes.

In order to communicate the changes we will use all relevant channels to on each route as it happens.

Communication activity:

- Press briefing
- CRM emails and iBus announcements (before and on day of boarding changes)
- TfL.gov.uk
- Stakeholder communications
- Contact centre briefing
- Driver briefing



Board bus
via front
door



Please use
card reader
by driver



Board bus
via front
door



Please use
card reader
by driver



**Front door
boarding only**

This bus has been modified
to allow for front door
boarding only

Do not board this bus via
any other door



**Reader not
in use**

Please board bus via
front door and use
reader by driver

Middle & rear door stickers

Validator signage

